

Keeping it in the Family

Beiser Realty forwards principles of family pride and community mindedness

By Becky LaDue
Staff Writer

Andy Beiser has a legacy to uphold. It's a responsibility he doesn't take lightly. "I can't tell you how many times I heard, while bartending at The Village Pub having mentioned my last name was Beiser, something like, 'You're a Beiser?' Gosh, but do you have a nice family. Good people.' That's something I'll never forget."

Beiser, just 23 years of age, is now entering his third full year of ownership and operation of Beiser Realty, LLC, a company started around the dinner table of the Beiser farm houses. "When my parents and grandparents acknowledged that what the farm was bringing in did not justify the waterfront taxes, discussions opened up about developing a subdivision and selling off pieces of our small, waterfront farm. But, my grandpa wanted to keep it in the family and asked if I would consider getting my realtor's license to help with the process. I said, "yes."" As Beiser recollected, it was a hard deci-

Rothe. "Right now I'm listing properties ranging in value from \$79,000 to \$1.5 million, and I am loving ever minute of it."

Beiser enjoys many aspects of the business, but keeping close to his family and supporting the community he has loved his entire life are major pluses. "Right now I've given \$800 to our local Building the WAY program, which may not sound like much, but to them, it's a lot! With every sale I close, I give them \$100 and it's been so much fun." Beiser sponsors youth sports teams and believes his ties to the community and his knowledge of rural living set him apart from other agents in the industry. "I think everyday about what will make me stand out from my competition and help me perform the job to the best of my abilities."

With the Sev'n'lms development in phase one of a three-phase process, and a young business with lots of maturing yet to happen, Beiser is prepared for the work that's cut ahead of him. "I don't expect to feel established for five more years. I need to concentrate on promoting my company, acquiring agents and growing over time. But...I'm having fun so far!"

For more information on Beiser Realty or the Sev'n'lms development, please visit www.beiserrealty.com or www.sevenlms.com



Andy Beiser -News photo

immersed in the world of real estate, and ultimately took the leap from part-time dabbler to full-time businessman. "I leased the space I'm in now in January of '06, started hiring agents to work for the company and began listing a variety of properties, not just the development," said Beiser. Focusing on rural Winnebago County as his niche, he currently has four other agents in his office, including his sister Colleen, his mother Beth, Jennie Longworth, and Paul

150 years of private ownership of a beautiful farm. Now five years into the Sev'n'lms Subdivision project, the development will ultimately boast a full 42 lots all an acre+ in size, with seven currently sold and three more nearing closure. "We are not even looking at phase two of the project yet. We are taking it slowly and doing it right. Truthfully, we are also getting used to it."

As the Sev'n'lms project fleshed out, Beiser became more